

Press release

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Teva® mountain bike shoes now protected with ion-mask™

Teva®, a division of Deckers Outdoor Corporation, has chosen P2i's revolutionary ion-mask™ technology to protect its new Links mountain bike shoes, which are due for launch into retail by early August 2011.

The Links shoes – which were developed in collaboration with pro-rider Jeff Lenowsky, known as the 'father' of freeride mountain biking – will be treated with the patented liquid repellent nano-coating technology, to help lower their rate of water uptake, offering maximum comfort and performance to mountain bikers worldwide.

Chris Hillyer, Product Line Manager for Performance Products at Teva®, comments: "Water presents a paradox to Teva®. It provides a year-round playground but also a number of challenges, as anyone who has ever ended up with soaking wet shoes can confirm. Now, using a range of innovative technologies such as ion-mask™, we can achieve a better balance between fun and challenge, enabling people to enjoy their sporting adventures whatever the conditions underfoot."

ion-mask™ technology works by applying a nanoscopic protective polymer layer to the whole shoe. On contact with this protective layer, water forms beads and simply rolls off instead of being absorbed. ion-mask™ gives the entire shoe (including different materials, seams and fastenings) superior water repellency – stopping external water getting in and encouraging evaporated perspiration to flow out.

Stephen Coulson, CTO of P2i, comments: "Teva® footwear was invented by a Grand Canyon river guide in the 1980s. Ever since then the company has continued to evolve technical performance designs, pushing the boundaries of fun, functionality and fashion. We're honoured that our ion-mask™ technology has been selected for Teva®'s new Links shoe. The substantial improvement in results we achieved in the industry standard flex and controlled immersion tests proves that ion-mask™ delivers Teva® a step-change in performance."

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Notes for Editors

About P2i

[P2i](#) is the world leader in liquid repellent nano-coating technology. It was established in 2004 to commercialize liquid-repellent treatments developed by the UK's Ministry of Defence. Now on a commercial scale, P2i's patented process has been successfully applied to a wide range of products in a [wide range of markets](#) including lifestyle, electronics, military and institutional, life sciences, energy and filtration.

In consumer sectors, the presence of P2i's technology is indicated either by [ion-mask™](#), its brand for footwear, outdoor clothing and accessories, or [Aridion™](#), its brand for electronics.

See www.p2i.com for more information. Corporate enquiries to:

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How the P2i technology works

P2i's technology works by applying a nanometer-thin polymer layer over the entire surface of a product. Using an ionized gas (plasma) this layer is molecularly bound to the surface and will not leach away. The process confers superior oil *and* water repellency by reducing the surface energy to ultra-low levels – down to one third that of PTFE (polytetrafluoroethylene). In footwear and textile applications, P2i's technology also minimizes liquid absorption from outside elements and evaporated perspiration.

Tests show that P2i's patented nano-coating technology can deliver performance benefits for a wide range of materials, including polymers, metals, fabrics, leather, ceramics, glass and paper. Even complex, 3D objects incorporating several different materials can be treated successfully with the P2i process: from footwear to hearing aids, bio-consumables to filtration.

About Teva®

Teva® is a global adventure brand that is dedicated to helping people Live Better Stories. The concept of "adventure" is very different depending on whom you talk to, but everyone understands an adrenaline rush, a dopamine high and a staggering sense of wonderment. These are the moments that we live for, and they are the moments that Teva® helps to provide.

Having been born on the Colorado River in 1984, Teva® has a deeply ingrained connection to water, which manifests itself both in the products they make and the cause they stand for: clean water. In 2011 and beyond, Teva® will launch "A Pair for a Foot," and, along with nonprofit groups such as the Waterkeeper Alliance and the Ocean Conservancy, will clean a linear foot of global waterways for every pair of shoes that they sell. It's a tall order, but Teva® is committed to taking it on so that we can all Live Better Stories for years to come.

See www.teva.com for more information.